

**OZONA CHAMBER OF COMMERCE
& VISITOR CENTER PARK**

P.O. Box 1135, 505 15th Street, Ozona, TX 76943

325/392-3737, www.Ozona.com

Facebook Tourism Page: OzonaChamber

Facebook Chamber Page: OzonaChamberBiz



CHAMBER DIALOGUE

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July 2019

**The Chamber of Commerce would like to recognize
Crockett Taxidermy and Processing as our Business of the Month**



Left to right: Owners Lance and Dana Criswell

Crockett Taxidermy and Processing is a family owned business. The owners, Lance Criswell and Jake Babb, along with their wives and children keep this business going.

It was first opened in November of 2016 in Lance's backyard and within a year moved into the current building located at 801 11th Street.

Crockett Taxidermy and Processing offers all manner of taxidermy services, including hide tanning, European skull mounts, shoulder mounts and even life-sized animal mounts. They also offer wild game meat processing with a full menu of cuts, sausages and dried meat snacks.

The Ozona Chamber of Commerce would like to recognize Crockett Taxidermy and Processing for their commitment to provide the best possible service to local residents and visitors to our community.

From November 1st through March 1st, they are open 7 days a week for your taxidermy and processing needs. The rest of the year they are open by appointment.

For services or appointments call Lance at 325-650-2745. You may also visit their web site at www.crocketthunterservice.com or Facebook: Crockett Taxidermy & Processing, LLC

Chamber members recognized



The Ozona Chamber of Commerce would like to wish the following members a **HAPPY ANNIVERSARY**, and **THANK** them for their support of the Chamber organization, its programs and services, and their community.

We would like to recognize and express our **SINCERE** appreciation to the following members who joined during the month of July.

Crockett County Water Control & Improvement District-1999

Pon Seahorn Real Estate-2000

Sonora Bank-2004

Treto's Tire & Towing-2009

Eldorado Animal Clinic-2012

Ozona Cable & Broadband-2012

Mills Divide Ranch-2018

Welcome new member

Plumbing by Rick, LLC

Rick or Paula Barron-Owners

6133 Sherwood Way, #1126

San Angelo, TX 76901

325/315-0314 or 325/853-2500

Paula Barron 325/227-0766

E-Mail: rickbarron@plumbingbyrick.com

paula@plumbingbyrick.com

Web Site: www.plumbingbyrick.com

Serving communities previously serviced by

Stanford Plumbing

Residential and light commercial plumbing and remodel. Servicing San Angelo, Ozona, Eldorado, Sonora and surrounding areas.



New additions and updated brochure for the

Crockett County Interpretive Trail

Located across the parking lot from the Chamber of Commerce & Visitor Center is the Crockett County Interpretive Trail, home to plant material that is native for a 100 mile radius of Ozona. The trail includes a Rain Harvest Exhibit with signage on the process of collecting water. There is also a wildlife viewing area and a watering hole for birds and butterflies.

A new brochure has been designed including new plant material added this year with photos and information about each signed plant.

We thank all of our rock sign and bench patrons for their generous support.



Trail Designer Terry Tate prepares to install 3 additional memorial benches in the trail.



**Lunch & Learn
with the FBI
latest educational event**



Special Agent to the San Angelo Resident Agency for the FBI's Dallas Division, Josh MacDiarmid, spoke to Chamber members, residents and county officials about the services of the FBI on Wednesday, July 24th. Special Agent MacDiarmid is responsible for covering White Collar violations, including frauds and swindles of various types, including offenses against financial institutions.

Attendees were informed that the FBI is the lead federal agency for investigating cyber attacks by criminals, overseas adversaries, and terrorists. "The threat is incredibly serious and growing", said MacDiarmid. "Cyber intrusions are becoming more commonplace, more dangerous, and more sophisticated. Our nation's critical infrastructure, including both private and public sector networks, are targeted by adversaries. American companies are targeted for trade secrets and other sensitive corporate data, and universities for their cutting-edge research and development. Citizens are targeted by fraudsters and identity thieves, and children are targeted by online predators."

Attendees were informed of the following:

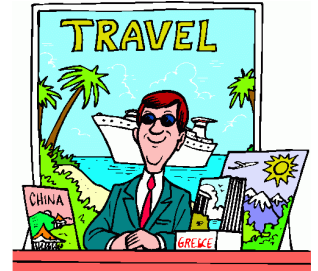
- A new program called InfraGard was discussed. This program involves the FBI aligning with private and public sector companies and organizations to protect our nations infrastructure from both physical and cyber attacks.
- Internet Complaint Crime Center (IC3) where you can report Internet online crime complaints at www.IC3.gov. Here the FBI will accept complaints from either the actual victim or from a third party to the complaint.
- A common threat is Ransomware where someone holds the key to your computer and demands money to return control of your PC. The best response is to simply get another PC. Always keep your PC updated to try and avoid identity theft of your personal information.
- To be wary of point-of-sale devices such as ATM's and gas stations when using your credit card.
- If you are unsure of a received e-mail, delete it before clicking on or opening any attachments. There are a ton of scams where your computer is compromised due to responding to unknown e-mails.
- Commodities Fraud-Where you are tricked into investing in a stock that is then intentionally tanked. This usually involves large companies, but be prudent about anything you invest in.
- When traveling it is recommended to install "thumb print lock" or some type of app that auto locks your phone in case you lose or misplace it. This is especially true for people that keep passwords or do on-line banking on their phones that can be easily hacked.
- Get your kids off Snap Chat. Photos on Snap Chat give off meta data that can assist a hacker in tracing information about you and your location.
- Talk to your kids about the proper use of Social Media. It is not safe to constantly post your location giving hackers or criminals information about you and your family and your whereabouts.
- Continually check social media privacy settings. Keep your phone updated especially if you are using Bluetooth, which provides is a direct link to your information.

There were a number of additional topics discussed at the luncheon. If you have any concerns or questions, Special Agent MacDiarmid can be reached at 325/942-8588.

Who walked into the Chamber of Commerce in June

Visitor Center

- Walk-in traffic into the Visitor Center in June was 1,098 people.
- Where were they from? Texas visitors-766, Out of State-282, Local-38, Foreign-12
- Year-to-date walk-in traffic is 5,460
- Traveling in June: East-609, West-356, North-34 and South-9
- Top visiting states for the month were-CA, AZ, FL, NM, LA
- Top visiting cities for the month were-El Paso, Houston, Midland, San Antonio, Austin
- Weekdays in order of the busiest in June were Friday, Monday, Saturday, Tuesday, Thursday, Wednesday
- Year-to-date Chamber related inquiries 11%, and Tourism related inquiries 89%
- Top requested items or services for the month were: directions, maps, Interpretive Trail



Advertising

- Year-to-date the Chamber has filled 6,083 requests for information on Ozona. An additional 1,319 brochures were handed out to walk-in visitors and mailed to statewide Travel Centers or inquirers.

What services are sought at www.Ozona.com

For the month of June at www.Ozona.com, there were 3,048 business directory searches, and 1,939 actual *member page hits*! **These are people searching for YOUR services. Following are the members that received 10 or more page hits this month:**

Epic Permian Operating, LLC-53	Family Health Center of Ozona-46
Venegas Construction, LLC-44	Will M. Black Real Estate-40
Ozona Cable & Broadband-35	Pon Seahorn Real Estate-34
Wool Growers Central Storage-32	Eldorado Animal Clinic-31
Angelo Inflatables, L.L.C.-30	Top O' The Town RV Park-30
L & B Automotive-26	Country Club View Apartments-25
Sunoco Energy Services, LLC-25	Pandale Crossing River Resort-24
CCWC&ID#1-23	The Café Next Door-23
John, Stokes, CPA-22	Total Office Solution of West Texas-22
Escondido Draw Recreational Area-20	Sutton County Steakhouse-20
Triple C Hardware & Lumber, Inc.-20	Hillcrest Inn & Suites-18
NatGas, Inc.-18	The General Store-18
Encino RV Park-17	OverWatch Enterprises, LLC-17
Western Poster Service, Inc.-17	Approach Resources, Inc.-16
HW Car Wash-16	Travelodge-16
VIP Ranch Co.-16	Barnhart Shaw's General Repair-15
Close to Our Hearts Country Store-15	Crockett County Abstract Company-15
El Chatos-15	Ozona Insurance-15

Continued on page 5-Member Web Site Page Hits

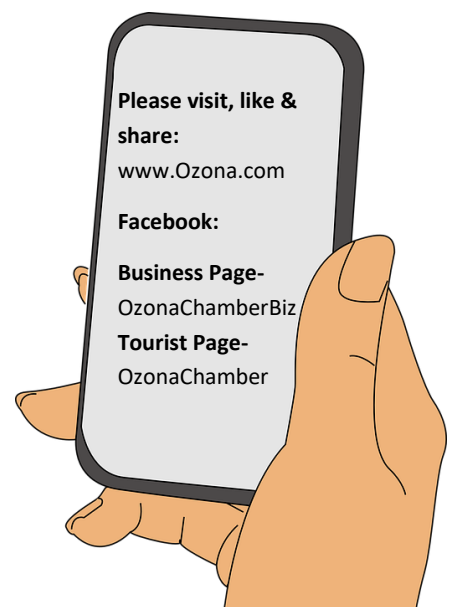
Member Web Page Site Hits-Continued from page 4

The Ozona Stockman-15	Bill Black Ranch-14
D's Liquor Store-14	Dairy Queen of Ozona, Inc.-14
Discovery Natural Resources, LLC-14	I-10 & 163 The Corner Store/Valero-14
Southridge RV Park-14	Twistflower Ranch Nature Retreat-14
Americas Best Value Inn-13	Clayton Hill Ranches-13
Crockett County Museum-13	Daun Williams Construction-13
Dust Devil Books-13	Fesco, LTD-13
Interim Hospice of San Angelo-13	J. Cleo Thompson-13
MAC-Mike's Auto Care-13	Mi Familia Restaurant-13
Pepe's Café-13	SKG Engineering, LLC-13
Stokes Drilling Company-13	Super 8 Motel & RV Park-13
X-Bar Ranch Retreat & RV-13	Alpine Ala Carte, LLC-12
Crockett County Public Library-12	Hampton Inn-12
Jack & Janie Riggs Ranch, LTD-12	Rusty Gold on the Square-12
Shannon AirMed1-12	West Texas Rehabilitation Center-12
Bunger Real Estate Company, LLC-11	Crockett National Bank-11
DJH Oil & Gas, LLC-11	Esperanza Ranch-11
Kenny Blanek's Village Café & Catering-11	Mediajaw-11
Ozona Country Club-11	Sonic Drive-In-11
Stanford Plumbing-11	White, Mr, & Mrs. Mark-11
Ambit Energy-10	Ball & Strunk Partners, LTD-10
Ben Forehand Ranch-10	Crockett Automotive Inc.-10
Crockett Taxidermy & Processing-10	Integrated Roofing Systems, Inc.-10
KYXX Ozona 94.3 FM-10	Triple C RV-10
Village Barber & Beauty Shop-10	West Central Wireless-10

We Need Your Help

Have you ever needed the number to a local business or county office? Ever wondered what type of events are happening in Ozona within the next couple of days? Looking for a place to hold a meeting or event? Have family coming into town and you need a few ideas to plan an afternoon outing? Looking for a plumber, electrician, mechanic? The answers to all of these questions, *and so much more*, is literally right in the palm of your hands!

We need your help to spread the word about our web site. Not only is Ozona.com a resource tool for our members, but also for local residents and travelers. The next time you are scrolling through your phone, bookmark our web page. Ozona.com is responsive and mobile friendly. Share the site with your friends and family. When the page opens, you will immediately see the Facebook Icon. ***Like and share*** our Local Business Facebook Page and allow us to keep you up to date on Chamber business, local events and community activities.



What is Ozona.com doing for our members and the community?

For **June 2019**, Ozona.com had 3,801 sessions: 2,914 new users 502 returning users

Of these 3,801 sessions, there were 6,887 page views – of these 5,552 were unique (1st time views)

The 3,801 sessions were from 52 countries and 2,948 sessions were from US.

Bounce Rate: 72.80% Avg. Session Duration: 00:01:25 Pages/Session: 1.81 Avg. Sessions/Month: 4,598

Devices Used to Access: Mobile: 61.60% Desktop: 32.31% Tablet: 6.09%

Top 5 States:

Texas	2,350
California	97
Arizona	61
Louisiana	50
Florida	38

Top 5 Texas Cities:

Austin	530
Dallas	482
Houston	218
Ozona	142
San Antonio	114

Top 20 Content Searches

1. Homepage	1,431	11. Public Parks	157
2. Hunting Leases	850	12. Local Attractions	151
3. County Officials	481	13. History	149
4. Location	351	14. Job Postings	146
5. Area Attractions	199	15. Travel Itineraries	138
6. Photo Gallery	180	16. Public Services	131
7. Interesting Facts	171	17. Restaurants	130
8. Events Calendar	170	18. Visitor Guide	107
9. Pandale Crossing	166	19. Tourist Information	98
10. Lodging	164	20. Membership Directory	70

Chamber Master (Membership Directory Data Base)

Business Directory Searches	3,048	Hot Deal Hits	328
Hot Deal Searches	96	Member Page Hits	1,939
Job Searches	247	Job Posting Hits	69

Top Searched Chamber Master Service Categories:

Feed Store	22	Land Services	16	Roadside Assistance	16
Party Supplies	19	Oil & Gas Exploration	16	Roustabout	16
Mechanics	18	Oil & Gas Services	16	Telephone Directory Services	16
Bulldozer	16	Rental Properties	16	Testing	16
Health Care	16	Repair	16	Utilities	16

Social Media Pages / Internet

Facebook Tourism

8,593	Beginning Fans (5-31-19)
8,678	Ending Fans (6-30-19)
85	Net Likes
54,375	Total Paid Reach
14,977	Total Organic Reach
6,359	People Engaged
11,542	Daily Viral Reach
353	Daily Logged-in Page Views
78,191	Total Impressions of All Posts

Facebook Business

456	Beginning Fans (5-31-19)
463	Ending Fans (6-30-19)
7	Net Likes
10,159	Total Paid Reach
3,933	Total Organic Reach
596	People Engaged
2,949	Daily Viral Reach
124	Daily Logged-in Page Views
19,604	Total Impressions of All Posts

Google

2089	Search (approx.)
7,642	Total Google Business
7,466	Listings on Map
176	Listings on Search
1,566	Photo Views
34	Clicks to Website
34	Clicks for Driving
13	Clicks for Phone Calls

Texas Outside

846	Impressions
11	Clicks

Twitter

91	Total Followers
5,103	Impressions